

CLAIMS

What is claimed is:

5 1. A method for enabling a user to preview a portion of a pre-recorded music product from a network web site containing pre-selected portions of different pre-recorded music products, using a computer, a computer display and a telecommunications link, the method comprising the steps of:

10 a) using the computer to establish a telecommunications link to the network web site wherein the network web site contains pre-selected portions of different pre-recorded music products;

 b) transmitting user identification data from the computer to the network web site thereby providing user access to the network web site;

15 c) choosing at least one pre-selected portion of the pre-recorded music products from the network web site;

 d) receiving the selected portion of the pre-recorded products; and

 e) interactively previewing the received chosen pre-selected portion of the pre-recorded music product.

20 2. The method of Claim 1 further comprising the step of rating the chosen pre-selected portion of the pre-recorded music products.

 3. The method of Claim 1 wherein the computer and the display are housed within a kiosk.

25 4. The method of Claim 3 wherein the kiosk further comprises a product code scanner coupled to the computer for allowing the user to scan a product code located on a product which the user desires to preview.

5. The method of Claim 1 wherein the portions of pre-recorded products are stored in a plurality of compact disc - read only memory (CD-ROMs).

6. The method of Claim 1 wherein the portions of pre-recorded products are stored in a RAID array drive.

7. A method for enabling a user to preview a portion of a pre-recorded music product from a network web site containing pre-selected portions of different pre-recorded music products, using a computer, a computer display and a telecommunications link, the method comprising the steps of:

- a) using the computer to establish a telecommunications link to the network web site wherein the network web site contains pre-selected portions of different pre-recorded music products;
- b) transmitting user identification data from the computer to the network web site thereby providing user access to the network web site;
- c) choosing at least one pre-selected portion of the pre-recorded music products wherein the portion of the pre-recorded product is identified by a product code;
- d) receiving the chosen pre-selected portion of the pre-recorded music products; and
- e) interactively previewing the received chosen pre-selected portion of the pre-recorded music product.

8. A network web site for allowing a remote user to preview a pre-selected portion of a pre-recorded music product, using a computer, a computer display and a telecommunications link, the network web site comprising:

- a) a processor for controlling the network web site;
- b) memory for storing pre-selected portions of a plurality of different pre-recorded music products, the memory coupled to the processor;
- c) identification (ID) means for recognizing a user ID which specifically identifies the user to the network web site;

d) reception means for receiving and processing a request from the user to transmit a pre-selected portion of at least one of the pre-recorded products back to the user;

5 e) transmission means for transmitting the requested pre-selected portion to the user;

f) control means for providing the user with interactive control over the transmission of the pre-selected portion of the pre-recorded music products.

10 9. The network web site of Claim 8 wherein the portions of the plurality of different pre-selected pre-recorded music products are identified and called from the memory using unique product codes.

15 10. The network web site of Claim 8 further comprising purchasing means for allowing the user to place an order for purchasing at least one of the portions of the pre-selected pre-recorded music products.

20 11. The network web site of Claim 8 further comprising a listing means for providing the user with dynamic lists of the pre-selected portions of the plurality of different pre-recorded music products that have been previewed the most.

12. The network web site of Claim 8 further comprising a recording means for providing the user with a record of previous previews by the user.

25 13. The network web site of Claim 8 further comprising a ratings means for prompting the user for a user rating of a particular one of the pre-selected portions of the plurality of different pre-recorded music products and storing the rating.

30 14. The network web site of Claim 13 further comprising a first market research means for correlating the user rating with the user ID, for compiling market research data.

15. The network web site of Claim 8 further comprising a second market research means for correlating the user ID with all previews performed by the user, for compiling market research data.

5 16. A network web site for allowing a remote user to preview a pre-selected portion of a pre-recorded music product, using a computer, a computer display and a telecommunications link, the network web site comprising:

- 10 a) a processor for controlling the network web site;
- b) memory for storing pre-selected portions of a plurality of different pre-recorded music products, the memory coupled to the processor;
- 15 c) identification (ID) means for recognizing a user ID which specifically identifies the user to the processor;
- d) reception means for receiving and processing a request from the user to transmit a pre-selected portion of at least one of the pre-recorded music products back to the user;
- 20 e) transmission means for transmitting the requested pre-selected portion to the user;
- f) control means for providing the user with interactive control over the transmission of the pre-selected portion of the pre-recorded music products; and
- g) means for collecting demographic information regarding the user.

17. The network web site of Claim 16 further comprising a ratings means for prompting the user for a user rating of a particular one of the pre-selected portions of the plurality of different pre-recorded music products and storing the rating.

25 18. The network web site of Claim 17 further comprising first market research means for correlating the user rating with the user ID, for compiling market research data.

19. The network web site of Claim 16 further comprising a second market research means for correlating the user ID with all previews performed by the user, for compiling market research data.

5 20. The network web site of Claim 16 wherein the demographic information is selected from the group of information types consisting of age, sex, income, ethnicity, education level, marital status, hobbies, and occupation.

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Add B¹ >
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